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### Short Essay: Data vs. Information

Last semester I took the class Management Information Systems, in it one of our assignments was to create a database in PostgreSQL. The database I constructed, with the help of my team, was for use in a local luxury clothing retailer. The various types of data stored within ranged from sales figures such as “\$2000” to colors of shirts such as blue, black, white, or grey. In tandem with column labels these bits of data were organized into tables known as entities. The labels given to the data gave the values context and turned bits of seemingly meaningless data, like p01, into valuable information- p01 is a product id and is in the same column as the item comb, meaning it is the product id for the item comb. Since this data now had context it could be manipulated in tandem with other data to create valuable information. By entering the proper query a user could access which customers bought what quantity of which products. This allowed a user to track sales more closely and analyze the data more effectively to discover potentially lucrative patterns.